



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

June 29, 2018

Tony Herber
Agent for,
The Clorox Company
Pleasanton, CA 94566-0803

Subject: Notification per PRN 98-10 – To update label language
Product Name: Clorox Everest
EPA Registration Number: 5813-73
Application Date: May 14, 2018
Decision Number: 541331

Dear Mr. Herber:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Emilia Oiguenblik by phone at 703 347 0199, or via email at Oiguenblik.emilia@epa.gov or Eric Miederhoff by phone at 703 347 8028, or via email at Miederhoff.eric@epa.gov

Sincerely,

A handwritten signature in blue ink that reads "E. Miederhoff".

Eric Miederhoff
Product Manager 31
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Label identification

Clorox® Everest, EPA Reg. No. 5813-73

R0536322

13:45 6/22/18

NOTIFICATION

5813-73

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

06/29/2018

Formatting notes (applicable for all claims)

Now[!] -and/or- **New[!]** -and/&/or- **Improved[!]** may be added anywhere to ~~be used as a claim descriptor~~ and will only be used for the first 6 months of product on shelf.

Optional text may be placed anywhere on the label -and/or- container.

Bold, italicized text is information for the reader and is not part of the label.

{Bracketed information is optional text.}

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&". Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

All directions may be written in numbered form or in paragraph form.

All use surfaces and/or use sites on the label may be listed in conjunction with an image of the use surface and/or use site.

Highlighted text is new. Strike-through (~~text~~) means removed.

Clorox® Everest

KEEP OUT OF REACH OF CHILDREN

CAUTION:

See back panel for additional precautionary statements.

[NET] [CONTENTS] _____

ACTIVE INGREDIENT:

Alkyl (C₁₂ 40%; C₁₄ 50%; C₁₆ 10%)

dimethyl benzyl ammonium chloride 0.3%

OTHER INGREDIENTS:..... 99.7%

TOTAL: 100.0%

Contains no phosphorus

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Causes moderate eye irritation. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling. Avoid contact with foods.

FIRST AID:

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. **If on skin or clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

Residential/Household Refillable bottles; may be added to the refill bottle when packaged with a smaller size spray bottle

STORAGE AND DISPOSAL: Store out of reach of children or persons unfamiliar with its use. Do not reuse or refill except as described in the directions for use. Offer for recycling if available or place in trash.

Residential/Household Bottles used to refill trigger/nonrefillable container

STORAGE AND DISPOSAL: Store out of reach of children or persons unfamiliar with its use. Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available or place in trash.

Commercial/Institutional/Industrial Refillable bottles

STORAGE AND DISPOSAL: Do Not Contaminate Water, Food or Feed by Storage and Disposal. **Storage:** Store out of reach of children or persons unfamiliar with its use. **Pesticide Disposal:** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility. **Container Disposal:** Do not reuse or refill except as described in the directions for use. Offer for recycling if available or place in trash.

Commercial/Institutional/Industrial Bottles used to refill trigger/nonrefillable container

STORAGE AND DISPOSAL: Do Not Contaminate Water, Food or Feed by Storage and Disposal. **Storage:** Store out of reach of children or persons unfamiliar with its use. **Pesticide Disposal:** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility. **Container Disposal:** Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available or place in trash.

For more product ingredient information, visit IngredientsInside.com.

Mfd. for & ©YYYY The Clorox Company, 1221 Broadway, Oakland, CA 94612

Made in [the] U.S.A. [of global components -and/or- ingredients.]

Clorox is a registered trademark of The Clorox Company

Commercial Solutions is a trade mark of The Clorox Company -or- Clorox Professional Products Company

QUESTIONS [? -or- OR] COMMENTS? CALL 1-800-227-1860

[or visit www.pine-sol.com -or- www.409.com -or- www.clorox.com]



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [**This Product**]] -or- [how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]

EPA Reg. No. 5813-73

EPA Est. No. 5813-CA-3 (A8 or H8), CA-6 (TPP), GA-1 (A4), GA-2 (VG), IL-2 (VF); 40873-CA-1 (PG); 52379-MI-2 (JX); 71681-~~GA-1 (JQ)~~; IL-1 (03), IL-2 (24); 58455-IN-1 (C6), IN-2 (01); 71106-GA-2 (E8); 36727-IL-1 (JM)

Beginning of batch code indicates Est. No.

Patents: www.thecloroxcompany.com/patents

Important Facts:

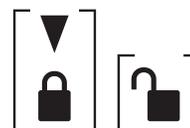
Bottle made from _____% post-consumer recycled plastic

Not harmful to septic systems -or- tanks

Packaging Related Statements and Icons
Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)

[Refill only with this product]

Alternate for Refill Bottle: To Refill [Spray Bottles]:



[Remove]

1. Remove trigger sprayer -or- cap [from empty bottle]

[Pour]

2. Unscrew cap on refill and pour contents directly into empty bottle.

[Use]

3. Replace trigger sprayer [and use as you normally would].

-or-

[Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle.

To refill: Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning [red tip] tube on trigger with [opening] [tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [until it clicks] [-and/or- locks into place]].

-or-

To refill [spray bottle]: Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up -or- upward[s]] [to remove]. [Fill spray bottle] [with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip[ped]] tube [on trigger [head] over [small] -or- tube opening -or- tube [on] [the] inside [of the bottle].] [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] [Press] [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

- When almost empty, -or- To spray every drop[,][:] tilt bottle downward -or- at a downward angle [while spraying].

- [To foam (close screen on nozzle) or spray (open screen on nozzle)].

- To Foam -or- Spray: Turn -or- Rotate nozzle to ON.

-or-

- [[Easy] Refill [Instructions on [the] Back]]

- Twist off, Refill. Align Tip to Tube.

Push, Snap to Close.

Operating Trigger

To Operate:

[Open hinged cover of sprayer and snap into opening on top. -or- Turn nozzle [counterclockwise] to “spray” -or- “stream” [setting]. -or- Adjust [nozzle] to desired pattern. -or- To open, turn the purple nozzle.] Spray 6-8 inches from surface, [[rub] [wipe] with [brush,] [paper towel,] [sponge,] [lint-free cloth] or [cloth]]. [Do not breathe spray or mist.]

[[This product] Can be used on -or- won't harm most washable surfaces.] [Not recommended for use on soft vinyl, varnishes, or aluminum.] [If applied to those surfaces, rinse and wipe dry immediately.] [For painted surfaces, test small area first. -or- For best results, always test a small area before washing -or- applying.]

Use on hard, nonporous surfaces. For surfaces that may come in contact with food, a potable water rinse is required.

[Refill only with this product]

Alternate for Refill Bottle: To Refill [Spray Bottles]:

[Remove]

1. Remove trigger sprayer -or- cap from empty bottle.

[Pour]

2. Unscrew cap on refill and pour contents directly into empty bottle.

[Use]

3. Replace trigger sprayer and use as you normally would.

-or-

Unscrew cap and transfer your trigger to this bottle.

Optional Packaging Recycling Logos



Optional Fruit Graphics



Optional graphics

TO REFILL SPRAY BOTTLE:
 Twist trigger on spray bottle counterclockwise and pull upward to remove. Refill spray bottle. To replace trigger, align red tipped tube on trigger over tube opening inside of the bottle. Press straight down on the trigger until it clicks into place.

Twist off, Refill Align Tip to Tube Push, Snap to Close



DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Spray use directions may be added to the refill bottles if packaged together with a spray bottle

To Disinfect Hard, Nonporous Surfaces: Spray until thoroughly wet. Let stand 10 min[utes]. [For Herpes simplex virus Type 2, Human Corona virus, Influenza A virus or Human Immunodeficiency Virus Type 1 (HIV-1), let stand for 30 sec[onds].] Then wipe. For heavily soiled areas, a precleaning is required.

All surfaces that come in contact with food must be rinsed with potable water. Do not use on glasses, dishes, or utensils.

Alternate for Direct Application and Refill Bottle:

To Disinfect: Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 10 min[utes]. Then wipe. For heavily soiled areas, a precleaning is required.

KILLS HIV ON PRECLEANED HARD, NONPOROUS SURFACES/OBJECTS PREVIOUSLY SOILED WITH BLOOD/BODY FLUIDS in healthcare settings or other settings in which there is an expected likelihood of soiling of ~~inanimate~~ **hard, nonporous** surfaces/objects with blood or body fluids and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus Type 1 (HIV-1) (associated with AIDS).

SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 ON SURFACES/OBJECTS SOILED WITH BLOOD/BODY FLUIDS

PERSONAL PROTECTION: Clean-up ~~should~~ **must** always be done wearing protective latex gloves, gowns, masks and eye protection.

CLEANING PROCEDURE: Blood and other body fluids containing HIV must be thoroughly cleaned from surfaces and objects before application of this product.

CONTACT TIME: Leave surface wet for 30 sec[onds].

For all other organisms, see directions for required contact times.

DISPOSAL OF INFECTIOUS MATERIALS: Blood, body fluids, cleaning materials and clothing must be autoclaved and disposed of according to local regulations for infectious waste disposal.

Mildewstat:

To Inhibit Mold or Mildew Growth on hard, nonporous surfaces: Thoroughly preclean [the] surface following the [general] cleaning directions. Spray until thoroughly wet. Let stand 10 min[utes]. Then wipe. Reapply as new growth appears

Alternate Instructions to Sanitize and Disinfect:

Turn nozzle to "on" and spray 6–8 inches from surface. Spray until thoroughly wet. **To [Deodorize and] Sanitize:** Let stand 30 sec[onds] before wiping. **To Disinfect:** Let stand 10 min[utes] before wiping. [For Herpes simplex virus Type 2, Human Coronavirus, Influenza A virus or Human Immunodeficiency Virus Type 1 (HIV-1), let stand for 30 sec[onds].] For heavily soiled areas, a precleaning is required.

Use On: Hard, nonporous surfaces such as glazed ceramic, sealed granite and glass. For surfaces that may come into contact with food, a potable water rinse is required. Do not use on glasses, dishes, or utensils.

Alternate for Direct Application and Refill Bottle:

To Inhibit Mold or Mildew Growth on hard, nonporous surfaces: Thoroughly preclean [the] surface following [general] cleaning directions. Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 10 min[utes]. Then wipe. Reapply as new growth appears.

To [Deodorize] Sanitize Non-Food Contact Surfaces: Spray until thoroughly wet. Let stand 30 sec[onds] [half a min[ute]]. Then wipe. -or- Let stand 30 sec[onds] [half a min[ute]] before wiping. For heavily soiled areas, a precleaning is required.

Alternate for Direct Application and Refill Bottle:

To Deodorize -and/or- [To] Sanitize Non-Food Contact Surfaces: Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 30 sec[onds] [half a min[ute]]. Then wipe. -or- Let stand 30 sec[onds] [half a min[ute]] before wiping. For heavily soiled areas, a precleaning is required.

General: [Household/Kitchen/Bathroom/Floor] Cleaning: [Remove cooking ingredients and cooked food from areas to be cleaned.] Spray product straight onto soils and wipe clean [with a dry paper towel or lint-free cloth -or- sponge]. -or- [Spray soiled area, then wipe clean.] Repeat for heavily soiled areas.

Alternate for Direct Application or Refill Bottle:

Apply this product full strength onto soils and wipe clean [with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag]. Repeat for heavily soiled areas.

To Clean/Remove Soap Scum: Spray product onto soils and wipe clean [with a dry paper towel or lint-free cloth or sponge]. -or- Just spray on and wipe off [with a dry paper towel or lint-free cloth or sponge]. No scrubbing or rinsing necessary. For best results, use a dry paper towel or lint-free cloth. Repeat for heavily soiled areas. For stubborn stains or heavily soiled areas or tougher jobs, allow product to penetrate [dirt -and/or- soap scum] before wiping. For best results, use regularly to prevent dirt and soap scum build up.

To Clean [Nonporous] Surfaces -and/or- Floors: [Spray soiled area, then wipe clean. -or- For spot cleaning, spray straight from bottle and wipe clean with damp sponge -or- mop.] [For larger areas, [remove trigger sprayer and] mix one cup of this product per gal[lon] of warm water and apply with a sponge -or- mop.]

To Clean Toilets: To clean and deodorize toilet bowl, squirt liberally (1/2 cup) on toilet sides and upper toilet bowl rim. Swab -or- brush all surfaces thoroughly and flush.

The following graphics may be used with above DFU language



Disinfection Claims

- An effective disinfectant for use in the kitchen -and/or- bathroom -and/or- bedroom -and/or- other household areas^P
- Antibacterial [Formula]
- Antibacterial -or- Germicidal† Cleaning [on hard, nonporous surfaces] [for Kitchens -and/or- Bathrooms -or- All Over the House^P -or- Throughout the House^P]
- [Bacteria -and/or- virus†]-fighting -or- germ† fighting [formula]
- Cleaner and disinfectant in one
- Cleans and disinfects [all over the house^P -or- everywhere^P] [on hard, nonporous surfaces]
- Disinfectant [for Household Use]
- Disinfects [Germs†]
- Disinfect[s] the -or- your **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3 -and/or- insert use site(s) from Table 2** [this [flu**] season]
- Disinfects [washable] kitchen surfaces including killing [99.9% of] germs† -and/or- bacteria -and/or- viruses‡ -and/or- fungi
- Easily clean and disinfect
- Fight[s] -or- reduce[s] the spread of germs† on hard, nonporous surfaces
- Fungicidal -or- Antifungal
- Germicidal† against the following [organisms][:] -or- **[this product]** kills the following [organisms][:] -or- Disinfects against the following [organisms][:] **insert organism(s) from Disinfection Organism Table** [when used as directed] [for spray application]
- Germicidal† formula
- Kills [99.9% of] [common] [household] germs† [in sec[onds]]
- Kills 99.9% of Bacteria & Viruses‡
- Kills [99.9% of] Germs†
- Kills [99.9% of] [kitchen -and/or- bathroom] bacteria [in sec[onds]]
- Kills [99.9% of] **insert organism(s) from Disinfection Organism Table**
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- fight[s] [99.9% of] [the] Avian Influenza A virus on precleaned hard, nonporous surfaces
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] [common] [bacteria -and/or- viruses‡ -or- germs†] [on **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3 -and/or- in insert use site(s) from Table 2**]
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] bacteria -and/or- viruses‡ -and/or- [other] germs† [[commonly] found in **insert use site(s) from Table 2 -and/or- on [the] insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3**]
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] bacteria -and/or- viruses‡ -and/or- [other] germs† [commonly] found [on [the] **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3 -and/or- insert use site(s) from Table 2**] surfaces your kids -and/or- pets [may] touch every day
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [the] [from] [99.9% of] [common] [household] bacteria -and/or- viruses‡ -and/or- [other] germs† [on **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3 -and/or- in insert use site(s) from Table 2**] [this [flu**] season]
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [common] [household] bacteria -and/or- viruses‡ -and/or- [other] germs† [on -or- from] [your] [children's] toys
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] **insert organism(s) from Disinfection Organism Table** [[commonly] found in -or- on [the] [**insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3 -and/or- insert use site(s) from Table 2**]]
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] flu [influenza] virus** [commonly] found in **insert use site(s) from Table 2 -and/or- on [the] insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3**
- Kills certain viruses‡ [in 30 sec[onds]] [in half a minute]
- Kills Cold and Flu viruses⁵ [in 30 sec[onds]]
- Kills [E. Coli]⁶ [Salmonella]⁷ [kitchen germs†]
- Kills Flu Virus**
- Kills [household] bacteria -or- germst -or- viruses‡ on washable kitchen -and/or- bathroom -and/or- household surfaces -and/or- fixtures [throughout the home^P]
- Kills Influenza A virus [, the virus that causes the common flu] [in 30 sec[onds] -or- in half a minute]
- Kills [most] [household] bacteria -and/or- germs† -and/or- viruses‡ [while it cleans] [tough] [everyday] [kitchen -and/or- bathroom -and/or- household] [messes]
- Kills Staph and Salmonella⁴
- This product is a Broad Spectrum disinfectant, **-and/or- bactericidal** **tested according to** the AOAC Germicidal Spray Products test method
- This product is effective against the pathogenic fungus Trichophyton mentagrophytes [(Athlete's Foot Fungus)] when used as directed for disinfection with a contact time of 10 min[utes] on hard, nonporous surfaces in bathrooms, including shower stalls, floors, and glazed bathroom tiles
- Use in public -and/or- common places [on hard, nonporous surfaces] where bacteria -and/or- viruses‡ -and/or- [other] germst may be of concern -or- you are concerned about
- Virucidal‡ -or- Antiviral†

Pandemic 2009 H1N1 Influenza A virus***

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (***Product Name***) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.

- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

****** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html***

Mildewstat Claims

- Inhibits -or- controls the growth of mold and mildew
- Prevents mold and mildew growth
- This product will effectively inhibit the growth of mildew and the odors caused by them when applied to hard, nonporous surfaces
- This product is mildewstatic and will effectively inhibit the growth of mildew and the odors caused by mildew when applied to hard, nonporous surfaces

Sanitization Claims

- An effective non-food contact surface sanitizer for use in the kitchen -and/or- bathroom -and/or- bedroom -and/or- other household areas^[P]
- Antibacterial [Formula]
- Cleans -or- shines -or- sanitizes washable kitchen -and/or- bathroom -and/or- household surfaces -and/or- fixtures [throughout the home ^P]
- Eliminates odors caused by bacteria [and mildew] [and non-fresh foods]
- Eliminates -or- Removes [kitchen -and/or- bathroom] odors
- Kills [household] bacteria [and sanitizes without bleaching]
- Kills 99.9% of [household] bacteria [in 30 sec[onds] -or- in half a minute]
- Kills odor causing bacteria in the kitchen -and/or- bathroom
- [Now] Kills 99.9% of ***insert organism(s) from Sanitization Organism Table*** [on hard, nonporous surfaces] [in 30 sec[onds] -or- in half a minute]
- One step cleaning and sanitizing
- Sanitizer [for Household Use]
- Sanitizes [kitchen -and/or- household -and/or- bathroom] [surfaces] [in 30 sec[onds] -or- in half a minute]
- This product is a sanitizer for hard and nonporous, non-food contact area surfaces according to the method for Sanitizers – Non-Food Contact Surfaces, modified in the presence of 5% organic serum, [in 30 sec[onds] -or- in half a minute] against ***insert organism(s) from Sanitization Organism Table***

Disinfectant Organisms	
Bacteria	ATCC and/or Strain
Escherichia coli O157:H7 [(E. coli)]	[ATCC 35150]
Listeria monocytogenes [(Listeria)]	[ATCC 19117]
Methicillin-resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]
Salmonella enterica ¹ [(Salmonella)]	[ATCC 10708]
Staphylococcus aureus [(Staph)]	[ATCC 6538]
Fungus	ATCC and/or Strain
Trichophyton mentagrophytes [(Athlete's Foot Fungus)]	[ATCC 9533]
Viruses Enveloped	ATCC and/or Strain
‡Avian Influenza A [§] [(H3N2)] Virus [(Avian flu)]	[ATCC VR-2072][(Avian Reassortant)] [Strain A/ Washington/897/80 X A/Mallard/New York/6750/78]
‡Herpes simplex virus Type 2	[Strain G, ATCC VR-734]
‡Human Corona virus [(common cold virus)]	[ATCC VR-740 Strain 229E]
‡Human Immunodeficiency Virus Type 1 [(HIV-1)]	
‡Influenza A virus [(common flu virus)]	[ATCC VR-544] [Strain Hong Kong]
Sanitization Organisms	
Bacteria	ATCC and/or Strain
Enterobacter aerogenes	[ATCC 13048]
Escherichia coli O157:H7 [(E. coli)]	[ATCC 35150]
Salmonella enterica ¹ [(Salmonella)]	[ATCC 10708]
Staphylococcus aureus [(Staph)]	[ATCC 6538]
Streptococcus pyogenes [(Strep)]	[ATCC 19615]
[Vancomycin Resistant] Enterococcus faecalis [(VRE)]	[ATCC 51299]
Fungistat Organism	ATCC and/or Strain
Aspergillus brasiliensis <i>tested as Aspergillus niger</i> [(mildew)]	[ATCC 16404]

General/Cleaning/Deodorizing/Non-Pesticidal Claims

- 2 in 1 Cleaner & Freshener
- [3 in 1] [Cleans][,] [&] [Deodorizes][,] [&][Freshens]
- 4x [Deodorizing] Fragrance [Ingredient]†††
- 4x Fine -or- Fresh Fragrance [Ingredient]†††
- 45% More vs. 22 [fl] oz size -or- **X%** More vs. **X** [fl] oz size
- [400%] More [Fine] Fragrance [Ingredient]†††
- A better way to clean
- A better way to keep your -or- my -or- the kitchen looking clean
- A kitchen that is ready-to-go
- A polished-clean kitchen
- An effective [non-food contact surface] cleaner for use in the kitchen, bathroom, bedroom, and other household areas
- Better kitchen cleaning
- Bleach Free
- Can be used diluted for lighter cleaning tasks or full strength for big jobs
- Can be used for a variety of indoor and outdoor cleaning tasks
- Can be used full strength or diluted [for a variety of heavy duty to lighter cleaning tasks]
- Cheaper than two -or- 2 32 fl oz trigger[~~s~~] [sprays]†††
- Clean up with the one thing that can handle the kitchen
- Cleaner [for Household Use]
- Cleans [all] [washable] floors [:] [no-wax -and/or- **insert surface material(s) from Table 3** floors]
- Cleans even better [on grease]
- Cleans everyday kitchen -and/or- bathroom messes
- Cleans [everyday messes] [grease and grime] throughout the house^P
- Cleans [Fast,] [All over the House^P] [in Kitchens -and/or- Bathrooms]
- Cleans kitchen [and] -or- bathroom surfaces
- Cleans kitchens to a beautiful shine
- Cleans soap scum -or- dirt -or- build-up
- Cleans [surfaces] throughout the house^P
- Cleans kitchen -and/or- bathroom -and/or- other household surfaces
- Cleans the toughest soils
- Cleans tough [grease] [kitchen -and/or- bathroom] messes [without smearing] [fast]
- Cleans without bleaching -or- bleach
- Cleans without streaks
- Clear formula
- [Combines deep cleaning power with -or- Has] [the] anti-streaking ingredients [of a glass cleaner]
- Contains [more -and/or- powerful] grease cutters
- Contains no abrasives, harsh acids
- Contains no bleach -and/or- dyes -or- added colors -and/or- perfumes -or- fragrance
- Cuts [through -and/or- tough] grease -and/or- [grime -and/or- messes [quickly] -and/or- easily [without a trace] [of residue]
- Cuts through tough kitchen -and/or- bathroom grease -and/or- grime -and/or- soils
- Cuts cleaning time
- Cuts -or- Cleans greasy dirt -and/or- soap scum -and/or- bathroom soils [fast]
- Cuts -or- Cleans Grime in Kitchens and Bathrooms [Fast]
- Cuts -or- Cleans Kitchen -and/or- Bathroom -and/or- Household -and/or- Grime -and/or- Soils [Fast]
- Daily kitchen cleaner
- Deep clean [formula]
- Deep cleaning [cleaner -or- formula]
- Degreaser
- Degreases
- Delightfully Fresh & Powerfully Clean!
- Deodorizer [for Household Use]
- Deodorizes [& Freshens] Surfaces & Air
- Deodorizes -or- Eliminates [food odors] [like garlic and onion] [left behind on kitchen surfaces] [after cooking]
- Deodorizes with [-or- and has] a [clean] [fresh] [pine] scent
- Deodorizes [washable] hard, nonporous surfaces
- Developed -or- formulated with your kitchen in mind
- Dissolves Tough Grime
- Dissolves Messes On Contact
- Dye-Free [and Fragrance-Free]
- Easily cleans the -and/or- Toughest [on] grease [and grime] [throughout the house^P]
- Easy Clean
- Easy Drop Delivery -and/or- Refill
- Easy to use
- [Economy] refill [size]
- Effectively removes [everyday] soils on **insert stain(s)/soil(s) use surface from Table 41**
- Eliminates The Toughest Soils The First Time Around
- [Enjoy] Enhanced Scents & Clorox Cleaning Power – All -or- 2 in 1!
- [Even] tougher -or- better on [kitchen] grease -or- messes
- Fast [Strong] cleaning power
- Fast action [kitchen -and/or- bathroom] cleaner
- Fast, easy cleaning solution
- Fights grease better
- Fills -or- equal to two -or- 2 32 fl oz trigger[~~s~~] [sprays]³
- Floor cleaner
- For a cleaner, fresher household
- For a Complete Clean that You Can See & Smell
- For use on both white and colored hard, nonporous surfaces
- [For use on -or- Use this product on] [Washable] Hard, Nonporous [Household] surface [materials] [throughout the house^P][:] **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3**
- ~~[For use on -or- Use this product on] [Washable] Hard, Nonporous [Household] surface materials [throughout the house^P][:] **insert surface material(s) from Table 3**~~
- Formula [for bathrooms -and/or- kitchens]
- Formula fights grease even better
- Formulated for kitchen messes [-or- all kitchen cleaning needs]
- Formulated to satisfy [-or- Satisfies] your sense of clean [-or- the senses]
- Fragrance-Free
- Free of [added] dyes -or- colors -and/or- perfumes -and/or- fragrance
- [Free of perfumes & -or- and] Clear of dyes
- Fresh scent [-or- streak-free] formula
- Fresh Take on Clean

- Get a noticeably clean kitchen
- Glass & Chrome [-or- Surface] cleaner
- Good for everyday cleaning [and] -or- for your -or- my -or- the toughest [household] messes
- Good for most indoor and outdoor cleaning tasks
- Grease cutter -or- fighter -or- cutting formula -or- fighting formula
- [Great] For Everyday Use [in [the] Kitchen{s} -and/or- Bathroom{s}] [All Over the House^P]
- Great for Kitchens -and/or- Bathroom [soils] too
- [Great] for [the] school{s} -and/or- classrooms -and/or- work -and/or- [the] office
- Great in the Kitchen -and/or- Bathroom
- [Greater than -or- More than -or- Over] 4x [Deodorizing] Fragrance [Ingredient]†††
- [Greater than -or- More than -or- Over] 4x Fine -or- Fresh Fragrance [Ingredient]†††
- [Greater than -or- More than] [400%] More [Fine] Fragrance [Ingredient]†††
- Hard on Dirt & Grime, Easy -or- Pleasant on Your Senses
- Improved kitchen formula
- Improved -or- Special [grease fighting kitchen cleaning] [formula]
- Institutional [size]
- Just spray and wipe
- Kitchen cleaning done right
- Kitchen cleaning made easy
- Last Drop Access
- Leaves no smeary residue
- [Leave{s} -or- Leaving Behind] [a] Delightful[ly] Fresh Scent{s}!
- Leaves your -or- my -or- the home -or- house^P smelling clean with a [light] fresh [citrus -or- lemon -and/or- lime -and/or- mist -or- natural -and/or- orange] scent
- Leaves Your Surfaces Gleaming
- Longer Lasting Freshness†††
- Low -or- No filming -and/or- streaking
- Made for kitchen surfaces and odors
- Made for your [-or- my -or- the] kitchen
- Makes your -or- my -or- the [cleaning] job easier [in the kitchen -and/or- bathroom -or- household -or- all over the house^P]
- Maximum Cleaning, Minimum Effort
- More -or- Improved grease fighting power
- More Savings, Less Waste[!]²
- More Savings [!][,] Less Waste [!] -or- More Savings [!]*
- Multi-Surface[, Glass, and Chrome]
- No [Added] Dyes -or- Fragrance -or- Perfumes
- No mixing
- No [Unpleasant -and/or- Irritating] Fumes
- No streaking or filming
- No Waste -or- Wasteless Bottle
- Non Chlorine Formula: Will not bleach clothing or colored surfaces
- Non-abrasive formula [will not scratch surfaces]
- One cleaner to get a truly clean kitchen
- Passes the kitchen torture -or- everyday use test
- Penetrates & Removes Tough Soils
- Perfect -or- Ideal for [greasy -and/or- tough -and/or- grimy] messes [around your -or- my -or- the] [*insert use site(s) from Table 2*]
- Perfume-Free
- Powerful APC -or- All Purpose Cleaner -or- Kitchen Cleaner
- Powerful Clean, Fun-tastic Scents!
- Powerful Cleaning Formula
- Powerful grease cutter
- Powerful [kitchen -and/or- bathroom] cleaner
- Powerful, Quick & Easy
- [Powerful[ly] Clean,] Delightful[ly] Fresh -and/or- Refreshing Scents!
- Powers through -or- thru [tough] [kitchen] grease -and/or- [messes] [dirt]
- Powers through tough grease and grime [-or- messes] [all over the house^P] [including [kitchen] [grease and grime] [and] [bathroom soils] [such as soap scum]]
- Powers through your -or- my -or- the toughest cleaning jobs
- Prevents odors -and/or- [dirt] [soap scum] [build up]
- [Provide{s}/Providing/The] Incredible Clean[ing] [That] You'd Expect From Clorox.
- Pump spray
- Quickly cuts through the toughest grease
- Recycle bottle
- Removes -and/or- Cleans *insert stain(s)/soil(s) from Table 4*
- Removes -and/or- Cleans [everyday] kitchen messes
- Removes -or- Eliminates odors
- Restores your kitchen to a clean state
- Safe to -or- for use on *insert surface material(s) from Table 3*
- Saves a shopping trip††
- Six -or- 6 month supply[!]^{\$\$}
- Smells as Good as it Cleans
- Special kitchen-cleaning formula
- Specially formulated -or- Specifically -or- Made for kitchen cleaning
- Special [-or- Premium] Surfaces
- Stainless Steel
- Starts cleaning [~~-or-~~ to work] on contact [-or- instantly]
- [Starts to] Dissolve[s] [greasy] [kitchen -and/or- bathroom] messes [and odors] [on contact -or- instantly]
- [Starts to] Dissolve[s] grease on contact [-or- instantly]
- [Starts to] Dissolve[s] messes [to a shine] [without a trace] [of residue]
- Starts to work before you [even] [do -or- start to] wipe
- Start with a clean slate
- Still great for bathroom -and/or- kitchen soils -and/or- soap scum
- [Still] Great [for] Cleaning Power -or- Kitchens
- [Still] Tough on Greasy Soils
- Streak-free
- Streak Free Shine
- Strong [cleaner]
- Strong enough to cut through automotive grease, yet won't harm fabric
- [The] One Step Cleaner
- [The] [Powerful] Scent of Clean -or- Real Clean
- This product's formula cleans
- Tough cleaning with a [bleach-free] [citrus] [fresh] [lemon] [light] [lime] [natural] [orange] scent
- Toughest on grease
- Trigger spray
- True -or- Truly Clean
- Unbeatable [on] grease removal
- Unbeatable on [kitchen -and/or- bathroom] messes

- Up to [a] 30% [discount] [cheaper] [free][!]+##
- [Use as a] [Pourable] refill for this product -and/or- [multi-surface] cleaner
- [Value] ~~and/or~~ multi ~~and/or~~ twin] pack
- [Value] [Economy] [Budget] size -or- refill
- Value Pack
- Versatile

- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox® -or- about [Clorox® products]]
- Works on a wide range of household surfaces, both indoors and outdoors
- Works on Soap Scum
- Works quickly

Scent Descriptors

- [Citrus] ~~and/or~~ Lime] Blend -and/or- Zest
- Clean -or- Soft Cotton
- [Cotton] ~~and/or~~ Citrus] ~~and/or~~ Laundry] ~~and/or~~ Lemon] ~~and/or~~ Linen] ~~and/or~~ Pure] ~~and/or~~ Rain] ~~and/or~~ Refreshing] ~~and/or~~ Serene] ~~and/or~~ Spring] ~~and/or~~ Summer] ~~and/or~~ Sun[burst]] Clean
- [Crisp] ~~and/or~~ Lemon] ~~and/or~~ Lime] ~~and/or~~ Natural] Breeze
- Crisp Linen -or- Morning
- Crisp -or- Sunny Citrus
- Fresh [Bleach-free] ~~and/or~~ Citrus] ~~and/or~~ Clean] ~~and/or~~ Cotton] ~~and/or~~ Lemon] ~~and/or~~ Light] ~~and/or~~ Lime] ~~and/or~~ Linen] ~~and/or~~ Mist] ~~and/or~~ Natural] ~~and/or~~ Orange] ~~and/or~~ Rain] ~~and/or~~ Scent]
- Fresh Brazilian Blossoms
- Hawaiian Sunshine -or- Aloha
- [Laundry] ~~and/or~~ Lemon] ~~and/or~~ Ultra] ~~and/or~~ Watery] Fresh
- Lime Blast
- Mild -and/or- ~~citrus] ~~and/or~~ clean] ~~and/or~~ floral] ~~and/or~~ fresh] ~~and/or~~ lemon] ~~and/or~~ lime] ~~and/or~~ light] ~~and/or~~ mint] ~~and/or~~ mist] ~~and/or~~ natural] ~~and/or~~ orange] ~~and/or~~ pleasant] ~~or~~ pleasing] ~~and/or~~ powder] scent[ed]~~
- Morning Dew
- Orange Power
- Original [scent]
- Pacific Breeze and Coconut
- Tuscan Lavender and Jasmine
- With real pine essence -and/or- fragrance

Packaging Related Statements and Icons Claims

- ___ [fl] oz. = [More than] ___ [fl] oz. Trigger Bottles
- 3 Pack = 96 [fl] oz
- Align to close
- All-Spray -or- Easy Spray -or- Empt-Ease -or- Reliaspray -or- Spray-All [Bottle] [Technology]
- [Be] ~~or~~ Get] RefillSmart[™][!]
- Better Refill with Smart Tube Technology[†]
- Cleans 40% More Per Spray^{†††}
- Economy **insert size 32 fl oz and less** -and/or- [Size]
- Get -or- Spray Every Drop[!] [™]
- Medium **insert size 24 fl oz and less** -and/or- [Size]
- Patented design bottle
- Recyclable bottle
- Small **insert size 16 fl oz and less** -and/or- [Size]
- Smart Tube[®] [™] Technology
- Twin -or- Value Pack

Table 1 Surfaces^b

Appliance exterior{s} [surfaces] [Bathroom -and/or- kitchen] faucet{s} [-and/or- handles]	Door{s} [frames] Doorknobs Drain boards Drawer pulls Dressing carts Elevator buttons Exhaust fans Fiberglass surfaces [Filing] cabinets Finished -and/or- painted hardwood -or- [woodwork]	Microwave exterior{s} [surfaces] Office machinery Office -and/or- bedroom -and/or- bedside furniture Outdoor grill exteriors Outdoor -and/or- patio furniture Oven doors Pet surfaces Plastic laundry hampers [baskets] Plastic patio furniture -and/or- lawn chairs Plastic shower curtains Playground equipment Playpens Portable toilet exterior{s}	Toilet -and/or- urinal exterior{s} [surfaces] Toilet seats Toilet -and/or- toilet flush -and/or- telephone -and/or- dishwasher -and/or- cabinet -and/or- door handles Tools Toy boxes -and/or- storage bins Trailers [Training] toilets Trash cans Trash compactors Tubs Vanity tops Vending machine surfaces [Vinyl] wallpaper Washers -or- washing machine{s} -and/or- dryer{s} exterior{s}
Bathroom -and/or- locker room surfaces Bathtubs Bottom of pots and pans Burner trays Cabinets -and/or- cupboards Cages Car interiors Chairs [Children's] furniture Chrome exterior{s} [surfaces of] urinals -and/or- toilets Closets [Clothes -and/or- diaper] hampers Cooler exteriors Counter[top]s ⁸ -or- counters Cribs Desks [Diaper] changing tables Diaper pails Dining [room] -and/or- fast food -and/or- kitchen -and/or- picnic -and/or- play -and/or- restaurant [tray] tables ⁸ Dining room surfaces -and/or- tables -and/or- fast food restaurant tables ⁸ Door -and/or- cabinet -and/or- appliance -and/or- knobs	Garbage cans Glass-topped furniture [Grocery store] carts [Grocery] basket -or- cart handles Gym equipment Highchairs (non-food contact) [Kid's] play [structures] -and/or- equipment -and/or- furniture -and/or- tables Kitchen{s} [surfaces ⁸] [Kitchen] appliance exteriors Lamps Light switches -and/or- fixtures -and/or- panels Lockers [Medicine] cabinets Metal blinds -and/or- work benches	Refrigerator door handles Refrigerator exterior{s} [surfaces] Shelves and drawers [Shower] doors Shower stalls -or- showers Shower [walls] Signs Sinks Sports equipment Staplers Stereo consoles Stove[top]s ⁸ -or- stoves Tables ⁸ [Tiled] walls Tires	[Washable] floors [including linoleum, no-wax, vinyl, and glazed ceramic tile] Washable kitchen surfaces ⁸ [Washable] walls Wastebaskets Window{s} [sills -or- ledges] Windshields

Table 2 Use Sites^b

Airplanes	Discount retailers	Laboratories	[Public -or- Pay] [tele]phone[s]
Airports	Dorms	Lavatories	[[phone] booths]
Ambulances	Elevators	Laundry rooms	Recreational centers -or- facilities
Automobiles	Emergency vehicles	Living areas -or- rooms	[Rental] cars
Basements	Factories	Lounges	Rest stops
Bathrooms	Family areas -or- rooms	Malls	Restaurants ⁸
Bathroom -and/or- locker room facilities	Fast food restaurants ⁸	Manufacturing plants	Restrooms
Bedrooms	Garages	Markets	RVs
Boats	Gas stations	Mass merchandisers	School buses
Bowling alleys	General merchandise store[s]	Military installations	Schools
Buses	Grocery stores ⁸	Mobile home[s]	Shelters
Butcher shops ⁸	Gymnasiums	Motels	Ships
Cafeterias ⁸	Gyms	Motor homes	Shops
Campers	Health clubs	Mudrooms	Subways
Churches	Home centers	Nurseries	Supermarkets ⁸
Children's [game] rooms	Homes	Offices	Toolsheds
Convenience stores ⁸	Hotels	Pet areas	Trains
Correctional facilities	Households	Pharmacies	Trolleys
[Damp] storage areas	[Institutional] laundromats	Play areas -or- rooms	Vacation homes
Day care centers	Institutions	Playground	Vehicles
Dens	Kennels	[Police -and/or- fire] vehicles	Warehouse clubs
[Diaper] changing areas	Kid's -or- child's [play]room	Public facilities	
	Kitchen[s] ⁸	Public restrooms	

Table 3 Surface materials

Baked enamel	Finished -or- painted hardwood	Glazed porcelain [tiling -or- tile]	Stainless steel
Crystal (non-food contact)	Glass	[Hard] plastic -or- vinyl	Synthetic marble
Fiberglass	Glazed ceramic [tile]	Metal	[Vinyl] linoleum

Table 4 Stains/Soils

[Automotive] [-and/or- splattered] grease	Dirt	Heel marks	Smudges
Bathtub ring	Fingerprints	Juice stains	Soap scum
Beverage stains	Food [-and/or- greasy -and/or- oily] spills [-and/or- splatters -and/or- messes]	Mud	Sticky food messes [-or- spills]
Cosmetics		[Outdoor] grime	Wine stains
Crayon and pencil [marks]	Food stains	Pen -or- ink [marks]	
		Pet stains	

Footnotes

¹ **tested as *Salmonella choleraesuis***

² 40% -or- ___% less plastic [when compared to] [vs.] [in comparison to] two -or- 2 32 fl oz -or- 2 ___ fl oz Formula 409 Antibacterial All-Purpose Cleaner trigger sprays

³ of this product

⁴ Staphylococcus aureus and Salmonella enterica¹

⁵ Human Coronavirus and Influenza A virus

⁶ Escherichia coli [(E. coli)]

⁷ Salmonella enterica¹

⁸ a potable rinse is required

[†] Staphylococcus aureus, Salmonella enterica, Influenza A virus and **insert organism(s) from Disinfection Organism Table**

**Influenza A virus

^{††} [when compared to] [vs.] purchasing one 32 fl oz Formula 409 Antibacterial All-Purpose Cleaner trigger spray

^{†††} vs. -or- compared to **insert ABN**

[‡ Viruses]

^{‡‡‡} [when compared to] [vs.] 32 fl oz Formula 409 Antibacterial All-Purpose Cleaner trigger [spray] in most stores, based on average retail price -and/or- volume

[§] Kills Avian Influenza A virus on precleaned hard, nonporous surfaces

^{§§} based on average volume per month usage cycle

[¶] [on] hard, nonporous surfaces [of]

* 50% less plastic vs. five -or- 5 32 fl oz trigger sprays (**180 oz bottle**) -or- * 55% less plastic vs. four -or- 4 32 fl oz trigger sprays (**136 oz bottle**) -or- * 56% less plastic vs. four -or- 4 32 fl oz trigger sprays (**128 oz bottle**) -or- * 46% less plastic vs. two -or- 2 32 fl oz trigger sprays (**64 oz bottle**) -or- * 28% less plastic vs. one -or- 1 32 fl oz trigger spray (**32 oz bottle**) -or- * ___% less plastic vs. (**insert # of bottles**) fl oz trigger spray

[‡] experience compared to historical Clorox Spray packaging

^{‡‡‡} Based on lab testing [on Kitchen Grease] compared to -or- vs. previous offering